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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/802,509	03/17/2004	Morten Middelfart	1032927-000071	3977
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EXAMINER HILLERY, NATHAN				
ART UNIT 2176		PAPER NUMBER		
NOTIFICATION DATE 05/05/2010		DELIVERY MODE ELECTRONIC		

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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### Office Action Summary

**Application No.**

10/802,509

**Applicant(s)**

MIDDELFART, MORTEN

**Examiner**

NATHAN HILLERY

**Art Unit**

2176

**Period for Reply** -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 26 April 2010.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 2-15 and 18-21 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 2-15 and 18-21 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-8508)
- Paper No(s)/Mail Date 4/26/10
- 4) ☐ Interview Summary (PTO-413)
- Paper No(s)/Mail Date \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_

### **DETAILED ACTION**

1. This action is responsive to communications: Amendment filed on 4/26/10.
2. Claims 2 – 15 and 18 – 21 are pending in the case. Claims 15 and 21 are independent.

### ***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 2 – 15 and 18 – 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Barg et al. (US 20020070953), and further in view of Targit (TARGIT Analysis 2K3 Technical White paper).
5. Regarding claims 15 and 21, Barg et al. teach a method to easily display data and generate reports, without having to actively determine the various measures and dimensions to be displayed in various interactive views of the data and various simple and advanced reports.

Barg et al. do not explicitly teach that displaying a first data report which contains at least one graphical element bound to a first data item specified by metadata comprising a dimension or a dimension value and a measure, wherein the first data item is categorized as the dimension or dimension value or the measure; in response to a user's action directed to the graphical element, determining the metadata of the first data item bound to the graphical element and at least one association of the dimension and

measure of the determined metadata and/or an addition of a dimension or measure to an identified one or more of the measure or dimension, wherein the association of the first data item dimension and measure specifies a set of data; searching for a stored association like the determined association, the stored association being related to presentation properties so as to provide stored presentation properties that describe different presentations with different collections of graphical elements, and relate to an association in such a way that individual instances of associations relate to different instances of presentation properties; and displaying a second data report applying the presentation properties to second data items specified by the stored association.

Targit teaches that displaying a first data report which contains at least one graphical element bound to a first data item specified by metadata comprising a dimension or a dimension value and a measure, wherein the first data item is categorized as the dimension or dimension value or the measure (p 12, Language Localization and p 15, Fig 4);

Targit teaches that in response to a user's action directed to the graphical element, determining the metadata of the first data item bound to the graphical element and at least one association of the dimension and measure of the determined metadata and/or an addition of a dimension or measure to an identified one or more of the measure or dimension, wherein the association of the first data item dimension and measure specifies a set of data (p 16, OLAP);

Targit teaches that searching for a stored association like the determined association, the stored association being related to presentation properties so as to

provide stored presentation properties that describe different presentations with different collections of graphical elements, and relate to an association in such a way that individual instances of associations relate to different instances of presentation properties (pp 11 and 12, Data Mining);

Targit teaches that displaying a second data report applying the presentation properties to second data items specified by the stored association (p 17, first paragraph).

6. **Regarding claim 2, Barg et al. teach displaying a report confined to a subset of the second data items, which subset is specified by the determined association and a dimension value in the applicable metadata** (paragraph blocks 0124 – 0125).

7. **Regarding claim 3, Barg et al. teach wherein the second data items are additionally specified by a dimension value; wherein the presentation properties are divided into a first group and a second group; wherein properties of the first group are applied to the second data items as specified by the determined association; wherein properties of the second group are applied to a subset of the second data items as further specified by a dimension value of the applicable metadata** (Fig 24, paragraph blocks 0117, 0124, 0125, 0169).

8. **Regarding claim 4**, Barg et al. teach **in case a stored association is not found, generating presentation properties; and relating the generated presentation properties to the determined association** (paragraph blocks 0201, 0297).
9. **Regarding claim 5**, Barg et al. teach **the first data report is configured with a tool providing a user with controls for manipulating presentation properties according to either one of the following steps in response to a user's action: selecting a presentation object from a collection of presentation objects and selecting graphical properties of the selected presentation object; or changing an applied presentation object and/or selecting graphical properties of the applied presentation object** (paragraph block 0297).
10. **Regarding claim 6**, Barg et al. teach **determining whether an identified measure or dimension or association thereof can be deemed to be incomplete, and in that event searching for stored, like metadata with associated presentation properties, in which the deemed incomplete metadata are contained** (paragraph block 0190).
11. **Regarding claim 7**, Barg et al. teach **determining whether the determined association can be deemed to be different from stored associations, and in that event searching for a stored association with related presentation properties, in**

**which a measure or dimension of the determined association is contained; and applying the presentation properties related to the stored association, which contains the dimension or the measure, to make the presentation** (paragraph blocks 0201, 0297).

12. **Regarding claim 8**, Barg et al. teach **determining multiple associations based on retrieving associations wherein a dimension identified in the applicable metadata is a constituent to thereby discover multiple measures which each forms an association in combination with the identified dimension** (paragraph blocks 0155 and 0190).

13. **Regarding claim 9**, Barg et al. teach **for a determined association, determining predefined combinations of preferred presentation objects, and for each combination, applying the related presentation properties to make a presentation of further data items by means of the preferred presentation objects** (paragraph block 0190).

14. **Regarding claim 10**, Barg et al. teach **at a first point in time, registering an application of a presentation object to an association to retrieve that object as a preferred presentation object for a determined association at a later point in time** (Fig 8.471, paragraph block 0207).

15. **Regarding claim 11**, Barg et al. teach **registering a count of application of a presentation object to a given association; applying a presentation object with a relatively high count as a preferred presentation object** (Fig 8.471, paragraph block 0207).

16. **Regarding claim 12**, Barg et al. teach **specific metadata that applies to the data item bound to a given graphical element is determined by a framework of the report layout** (paragraph block 0087 and 0270).

17. **Regarding claim 13**, Barg et al. teach **values of the data items are obtained by transmitting a request to a dataset or retrieved from the request itself** (paragraph block 0243).

18. **Regarding claim 14**, Barg et al. teach **from a client computer, sending a request for the second data report to a web server** (paragraph block 0143).

Barg et al. teach **at the web server, processing the request and sending information to the client for it to render the data report; in addition to determining the at least one association in response to a user's directed action, sending a request to the web server with the determined association for the web server to perform the search for a stored, like association related to stored presentation properties, and to retrieve the further data items; and from the web server, sending the further data items and the presentation properties to the client for it**



**to apply the related presentation properties** (paragraph block 0134). It should be noted that the particular details of the limitations were addressed in claim 22 and that the cited passage(s) relied upon here are simply to illustrate that those limitations occur on the server and/or client.

19. **Regarding claims 18 – 20**, the claims incorporate substantially similar subject matter as claim 14 and are rejected along the same rationale. It should be noted that the limitations of claim 18 are performed in a first individual software application on the server and the limitations of claim 19 are performed in a second individual software application on the client as outlined in claim 20.

#### ***Response to Arguments***

Applicant's arguments with respect to claims 2 – 15 and 18 – 21 have been considered but are moot in view of the new ground(s) of rejection.

#### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to NATHAN HILLERY whose telephone number is (571)272-4091. The examiner can normally be reached on M - F, 10:30 a.m. - 7:00 p.m.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, W Doug Hutton can be reached on (571) 272-4137. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Nathan Hillery/  
Examiner, Art Unit 2176